MATWATCH

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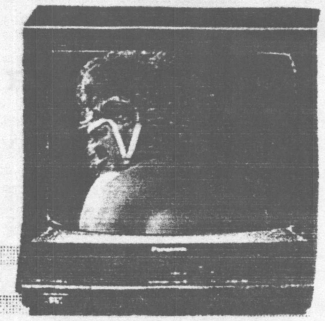


VOL. 2, No. 49 JUNE 18-24

THIS WEEK'S HEADLINES

HARLEY RACE ARRESTED AFTER BOAT CRASH

KANSAS CITY----Former NWA world champion Harley Race has been arrested on three charges, including operating a boat under the influence of alcohol, in the wake of a June 9 accident on Lake of the Ozarks.

Sgt. Steve Payne of the Missouri Water Patrol says Race's boat rammed another shortly before midnight. Four people were hospitalized, including a Raytown MO couple. Brenda Willison, 33, suffered two broken legs and was taken to University of Missouri Hospital. Her husband, Charles, suffered a collapsed lung.

Both boats were destroyed. Race was also charged with resisting arrest and careless operation of a boat.

LAWLER BEGINS MEMPHIS WAR ON DRUGS

MEMPHIS----USWA champion Jerry Lawler is organizing an inner-city anti-drug campaign in his home city.

Lawler is taking his summer fight against drugs and alcohol into local neighborhoods and playgrounds.

"We're doing it for the kids," said Lawler in a Memphis newspaper column. Details are available in this week's PINFALL PROFILE.

CLASH XI RATINGS UP FROM LAST YEAR

ATLANTA---Ratings for CLASH OF THE CHAMPIONS XI: COASTAL CRUSH were up 8% over last year's GUTS AND GLORY June special.

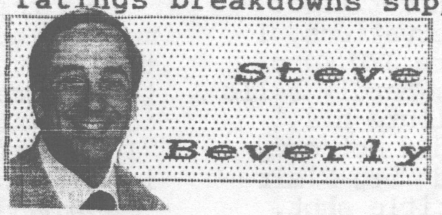
The show garnered a 4.1 rating and 7.5 per cent share of audience for its 2 1/2 hours. CRUSH, however, was the second lowest-rated of the eleven CLASH specials.

Average audience for the special was 2.23 million homes with the Ric Flair-Junkyard Dog main event in the final quarter-hour drawing a 5.4 rating and 9 share in 2.94 million homes, up from the 4.5/8 for Ricky Steamboat vs. Terry Funk in 1989.

"TBS Is Very Pleased"

COASTAL CRUSH TERMED RATINGS SUCCESS

Despite finishing as the second lowest rated CLASH OF THE CHAMPIONS ever, COASTAL CRUSH is being termed a success in Turner Broadcasting headquarters and quarter-hour ratings breakdowns support the assessment.



As reported in THIS WEEK'S HEADLINES, CLASH drew a 4.1/7.5, which was a gain of 8% in rating and 14% in share over the 3.8/6.6 for last June's GUTS AND GLORY.

CRUSH had the lowest-rated opening quarter-hour (2.9) of any of the 11 CLASH specials but built consistently, as has been the track record of most of the events, and never lost audience in any subsequent quarter hour. The first hour averaged only a 3.2 (below last year) but jumped to a 4.4 in the second hour before closing with a 5.2 average from 10-10:35, up from last year's peak of 4.5.

The average of 2.23 million total homes was up 18% over last June's 1.9 million, lowest figure of any CLASH. The June 1998 MIAMI MAYHEM drew a 4.5/7.8.

"Everyone at TBS is very pleased," one Turner program executive told MATWATCH. "It again proved the strength of this concept as special programming." The rating was double the average figure for an Atlanta Braves broadcast on TBS.

I'll digress for a moment to the show itself. No doubt, I'll be accused of being unprofessional, as I was in the last week, if I don't say from top to bottom how great the show was. So my unprofessional opinion is that it had good wrestling and for an old-timer like myself, matches like Paul Orndorff-Arn Anderson, Steiners-DOOM and Barry Windham-Doug Furnas (minus the screw job finish) are wrestling as I like to see it. Keith Mitchell did a top-notch job of direction, Jim Ross and Bob Caudle provided a solid, workmanlike job of commentary and Tony Schiavone was classy as the evening's host.

It was not a great show. I did not find it terribly entertaining, nor was it unpredictable, which I feel CLASHes should be. My observation is, though seven of the matches offered pinfalls, all but two were unclean gimmick pins (ref's distraction, steel object, partner switches, i.e.) and they crammed as many, if not more, conceivable oddball finishes in one night as George Scott did in CHI-TOWN RUMBLE.

The show was not boring, evidenced by the rabid, sustained enthusiasm of the crowd at Charleston's Citadel campus, but very predictable. Hardly a soul in the place could genuinely have expected Ric Flair

STEVE BEVERLY

(Continued from Page 1)

to lose the NWA belt on free TV, particularly to Junkyard Dog, despite what had been developing on weekly shows and in arenas. Any semi-literate observer knows the potential big payoff in a Flair-Sting pay-per-view match. Plus, when 20 minutes into the show, a JYD-El Gigante-Orndorff vs. Horsemen match was announced for the July 7 pay show, it was a dead giveaway JYD wouldn't win the belt in Charleston. Simple slips like that I fail to understand.

Like most MATWATCHers' observations, I find Flair in a situation where JYD, who was hugely over in Charleston, hardly sells a move for him continues to dilute his championship reign. Plus, I did not comprehend why Sting said he would "beg Flair on my hands and knees" for a title shot. Beg? But I will concede the showcloser didn't hurt subscriptions for July 7.

On an upbeat note, this show had enough strength to grow an audience consistently for its duration. Its graphics presentation during intros, though not as flashy as at TEXAS SHOOTOUT, was impressive. And despite the loss, Scott Steiner's new reverse move---among other things---solidifies him, in my mind, as potentially THE star of the future, if he'll be developed in that direction.

The ratings are even more impressive when you consider USA threw an original movie opposite and, for the first time, CLASH faced major league baseball on ESPN, which has exclusivity on Wednesday nights and has drawn consistent 3 ratings. Coupled with the fact that the first three of Ole Anderson's Saturday outings have averaged a 2.9 rating, early indicators are that interest in Anderson's style is there. The full judgment can only be made over the summer. But if the numbers hold up, I'll gladly congratulate Anderson on these pages.

CRUSH COMMENTS: At least seven sources have told us The Steiners were vehemently unhappy before the show. Apparently, they'd been led to believe they'd regain the belts and some tall yelling was done. ...WCW has picked Chicago for HALLOWEEN HAVOC Oct. 27....As of Saturday, 191 MATWATCHers had offered this evaluation of the show: 58% gave it a positive rating, 36% negative and 6% average or no opinion.

MATWATCH 25 TELEVISION SCALE: Crowd Enthusiasm, 4.5; Quality of Matches, 2.8; Production Values, 4.0; Announcing, 4.0; Overall Excellence of Show, 3.2. TOTAL RATING: 18.5.

Pinfall Profile

LAWLER: A WAR FOR THE KIDS

(EDITOR'S NOTE: Jerry Lawler's efforts to fight an anti-drug war in Memphis was recently detailed in a column by sports editor Al Dunning of the MEMPHIS COMMERCIAL-APPEAL. The following is excerpted from Dunning's column).

"On the way to the (Mid-South Coliseum) matches one night, I noticed as we drove through the streets we were passing kids by the hundreds---at playgrounds, basketball courts, all over the place," Lawler said. "I thought it'd be great to get a limousine and just drive up, get out and gather 'em around. You'd have an instant audience. So that's one of the things we're trying to do."

Lawler said the fight started after drug-related tragedies struck the (USWA) wrestling organization itself.

"To be honest, all this began after two professional wrestlers died of drug overdoses in the Dallas area. That was about 1986, and it is the impetus for what we're doing now. It's a tragic thing to lose a life. Especially a young life. We can only hope that in some kind of way, some good can come out of it."

One strategy is to convince kids to swear off drugs and alcohol---and put it in writing.

"We have a sheet of paper with a pledge written on it," Lawler said. "We want the kids to sign and promise to keep their bodies drug-free. And alcohol-free, too. We want to stress that more deaths are attributed to alcohol nationwide than to all other drugs put together.

"We're shooting for the younger kids, especially because it's frightening how young some of these kids are when they get into drugs."

Lawler has enlisted the help of Memphis businesses and civic organizations for the anti-drug sessions. Some are donating merchandise and discount coupons to be given to children.

"We're looking for all the help we can get. This problem is so big that it's going to take a lot of effort from a lot of people to beat it," Lawler said. "Maybe when a bunch of big, tough guys they see on a television show up in their neighborhoods and start telling them the truth, they'll listen."

SCALE: PINFALL! - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Midscale.

(CLASH XI/TBS) - Southern Boys d. Freebirds; Tommy Rich d. Bam Bam Bige-low by DQ; Samoan Swat Team d. Mike Rotunda/Tom Zenk; U.S. TAG TITLE: Rock & Roll Express d. Midnight Express by DQ; Barry Windham d. Doug Furnas; Mark Callous d. Brian Pillman; Lex Luger d. Sid Vicious in 25 seconds; WORLD TAG TITLE: DOOM d. Steiner Brothers when Scott decked w. object by Butch Reed; Paul Orndorff d. Arn Anderson; NWA WORLD TITLE: Junkyard Dog d. Ric Flair by DQ when Ole Anderson & Horsemen run in. Flair keeps belt. ANGLE: Sting demands shot at Flair. Ric comes out and the 2 brawl over the credits. DRAW-PLUS.

(IWA) - Derrick Dukes d. Sledgehammer when Sledge crashes into manager; Kokina Maximus double countout vs. Big Hoss; IWA JR. HWT. TOURNEY: Larry Winners d. Johnny HotBody; Junkyard Dog d. Man Mountain Moore; Larry Cameron double countout vs. Kerry Von Erich; Chief Jules Strongbow d. Afa by DQ when Samu/Kokina run in. BOMB-PLUS.

(CHICAGO CHAMPIONSHIP) - Clyde d. Powderkeg Krewer; Dynamite Danny Foster d. Deadhead; Reynolds Brothers d. Curly Rich/Crazy Ray. BOMB.

(LPWA) - Nasty Girls d. Little Mo/Big Mo; Shelly Francis d. Judy Martin; KEN'S KORNER: Misty Blue Simmes/Heidi Lee Morgan; Bad, Black & Beautiful d. Tina Moretti/Linda Street when Boogaloo interferes. RETHOLD.

(WINDY CITY) - K.C. Knight d. Mike Sampson; Karate Kid d. Little Tokyo. BOMB.

(AWA/ESPN) - Yukon John Nord d. Spike Jones; Jonnie Stewart d. Jim Evans; Rick McCord/D.J. Peterson d. Tokyo Bullets; CLIPS: Larry Zbyszko draw vs. The Trooper; AWA WORLD TITLE: Zbyszko d. Brad Rheingans w. foot on ropes. RESTHOLD.

(WWF/USA) - [PRIME TIME]: Tito Santana d. Black Bart; UPDATE: Tugboat on Hulk Hogan's condition; Rick Rude d. Red Tyler; Jake Roberts d. Tom Burton; Nikolai Volkoff d. Frankie DeFalco; Koko B. Ware d. Conquistador; Tugboat d. Paul Diamond; Curt Hennig d. Jim Powers; Rhythm & Blues d. Jim Brunzell/Warren Bianchi; ANGLE: Visit to Cobb County, GA; Brutus Beefcake d. Spike Jones; Warlord d. Scott Colton; Demolition d. Tom Bennett/W.T. Jones; Haku vs. Ronnie Garvin double countout. RESTHOLD-PLUS.
[ALL-AMERICAN]: Rude d. Sonny Rogers; Garvin d. Tom Stone; Tugboat d. Diamond; ANGLE: Cobb County; Dino Bravo d. Brunzell; Roberts d. Burton; Akeem d. Colton. BOMB-PLUS.

(WWF/SYND.) - [SUPERSTARS]: Rude d. Tyler; Rockers d. Stone/Leone; UPDATE: Tugboat on Hogan; REPLAY: Bad News Brown attack on Jake Roberts; Bad News d. Jim Ruby; Bossman d. Jeff Johnson; Volkoff d. DeFalco; Earthquake d. Jim Evans; Warlord d. Colton; BRO. LUV: Randy Savage. RESTHOLD.
[CHALLENGE]: Beefcake d. Jones; Jim Duggan d. Diamond; Boris Zhukov d. George Anderson; R&B d. Hillbilly Jim/Fox; Demolition d. Jim Carlson/Wilt Jones; Rick Martel d. Powers; Tugboat d. Pez Whatley. BOMB-PLUS.

TV TEMPO
June 11-17

(LUCHA LIBRE) - Coliseo 2000/Octagon/Magur d. Bestia Salvaje/Vulcano/Tony Ace 2 straight falls; Mascara Segrada/Xavier Cruz/Justiciero d. Espectro Jr./Emilio Charles Jr./Espectro de Ultrabatun by DQ; Atlantis d. El Dandy 2-3 falls; Satanico/Sangre Chicano/Fabuloso Blondie (Ken Timbs) no contest vs. Lizmark/Perro Aguayo/Ringo Mendoza. Atlantis injured during brawl. RESTHOLD-PLUS.

(NWA/SYND.) - [WORLD WIDE]: R & R Ex d. M.O.D. Squad; Windham d. Joe Deforia; Freebirds d. S. Boys when Jim Cornette interferes; M Ex d. Mike Hart/Scott Williams; Luger d. Barry Horowitz; Orndorff d. Bubba Rose; Flair/Arn Anderson d. Rotunda/Jerry Price but 8-way brawl between Horsemen & Superheroes at end. RESTHOLD-PLUS.
[NWA PRO]: DOOM d. Rice/Griffey; Orndorff d. Mark Kyle; 'Birds d. Zam Panzer/Larry Santo; Steiners d. M.O.D.; Buddy Landell d. Rick Fargo; R&R Ex d. Hodges/Max Miles; Other winner: Mark Callous. RESTHOLD.

(PRO WRESTLING '90) - Steve Lawler d. Mike Winner; Joel Deaton d. Allen Horne; Chic Donovan d. Jim Rogers; CLASSIC: Nelson Royal d. Scott Armstrong; Death Row d. Steve Young/Keith Steinborn; INTL. MATCH: Antonio Inoki d. Bam Bam Bigelow; The Flash (Lawler) d. Dino Minelli when Tim Dix trips up Dino & tosses Flash loaded glove. RESTHOLD.

(ICW) - Vic Steamboat d. The Henchman; Cyclone d. Osario; Ray Oddyssey d. Krusher Krunchski; C.Q. Madison d. Mike Fortune; The Equalizers d. Osario/O'Reilly; Tony Atlas d. Mike Primo. BOMB-PLUS.

(SOUTHEASTERN) - Richie Dye d. Jimmy "G"; Killer Kyle d. Ebony Austin; Denny McCormick d. Assassin by DQ; Luke Graham Jr./Mauler Mays d. Butch Brooks/Jamie Kyle; Superstar d. Wild Earp; Larry Santana d. Rick Starr. BOMB-PLUS.

(USWA/WMC) - Scott Braddock d. Ben Jordan; SEGMENT: Snowman brings out hub cap & watermelon for Jerry Lawler; (MID-SOUTH) 1. USWA TITLE: Lawler d. Snowman after burning him while ref Kerry Von Erich distracted by Downtown Bruno; 2. Bill Dundee d. Tony Anthony by DQ when Tony decks ref & John Tatum runs in; 3. FENCE MATCH: Jeff Jarrett d. Ronald P. Gossett IV but Dirty White Boys run in & Gossett whips Jeff; ANGLE: Eddie Marlin agrees to Leon Spinks as ref for Lawler-Snowman rematch; Lawler d. Rex King by DQ when Snowman runs in and the 2 brawl until a pullapart; Inhuman (on loan to Downtown Bruno) d. Freezer Thompson; MUSIC VIDEO: Jarrett; Joey Maggs d. Keith Haynes; USWA WORLD TAG TITLE: Dirty White Boys TV time draw vs. King Cobra/Ira Reece. POWERSLAM.

(USWA/SYND.) - Jarrett d. Gossett IV & cleans out Dirty White Boys in post-match run-in; SOUTHERN TITLE: Dundee d. Tatum; REPLAY: Matt Borne-Kerry Von Erich parking lot bloodbath; TEXAS TITLE/LUMBERJACK MATCH: Borne d. Von Erich when Percy Pringle distracts Kerry after Kerry accidentally falls out of ring on Percy & tears PP's jacket. RESTHOLD-PLUS.

(WCW/TBS) - [NWE/Late]: Orndorff d. Ned Brady; Chris Cole d. Stan Hansen by DQ when Stan uses rope; Pillman d. Joe Cruz; R&R Ex d. DOOM by DQ; (REPLAY) Flair-JYD. RESTHOLD-PLUS.
[POWER HOUR]: Arn Anderson d. Rocky King; DOOM d. Pillman/Zenk; R&R Ex d. Freebirds. DRAW.

(WCW/TBS...Cont.) - [WCW]: Orndorff d. Dave Reardon; Arn Anderson d. Santo; Landell d. Dino Hernandez; Rich d. Cruz; M Ex d. Bob Emory/Joe DeFura; Luger d. Joe Cazana; ANGLE: Rocky King brings out Thunderbolt Patterson as his "surprise"; DOOM d. Ace/Italian Stallion; Callous d. Williams; R&R Ex d. Buddy Lee Parker/Fargo; Flair/Windham d. Hart/Lee Scott; JYD d. Horowitz. RESTHOLD.

LINES OF THE WEEK

1. Snowman, WMC, on Leon Spinks: "That's the man that don't have to go to the store year-round to get tanning oil." 2. Arn Anderson, WWW, to JYD: "Your fans are in the cheap seats. They look like crows on a telephone line." 3. Sean Mooney, WWF: "If the Heenan Family was a bunch of boy scouts, I'd skip the camping trip." 4. Ricky Morton, WWW: "In order to see the rainbow, you've gotta stand a little rain." 5. Brad Rheingans, AWA: "The only place you can find Larryland is between your ears." 6. Paul E. Dangerously, WCW: "Paul Orndorff, you're the first man in 2000 years to rise from the dead & walk across water." 7. Jesse Ventura/Vince McMahon, WWF: (V) "You're not saying anything, Jesse. Are you asleep at the wheel?" (J) "No, that's a band: ASLEEP AT THE WHEEL." 7. Ventura/McMahon, WWF: (J) "McMahon, why don't you ever pull Damien out of the bag?" (V) "I might mess up my manicure." 8. Paul E. Dangerously, NWA PRO: "Norman, buy yourself an Ozzy Osbourne record and think before you face Mean Mark." 9. Ole Anderson, WWW: "First, it's Herd trying to run me off my own TV program." 10. Snowman, WMC: "I wish the boy (Lawler) would finally grow up." 11. Jim Ross, CLASH XI: "If he (Sid) weighs 303, I've got a 32-inch waist." 12. Bob Caudle, CLASH XI, on Bigelow: "That tattooed head looks like a road map." 13. Snowman, WMC: "You beautiful people, black and white, love fish. So I'm frying kingfish (Lawler) from now on." 14. Snowman, WMC, on Lawler rematch: "He had the fire behind him last time. It's bound to snow." 15. Lawler, WMC, to Snowman: "You couldn't beat me if you had a knife and a gun, which you probably do." 16. Lawler, WMC: "Hey, everybody, check your tires when you get to the parking lot." 17. Ronald P. Gossett IV, WMC: "I'm going to lose a few pounds & go after Lawler's USWA belt." 18. Craig Johnson, USWA, on Dundee/Tessa: "It could be the beginning of a great love story." 19. Percy Pringle, USWA: "Let's lay off the fat jokes." 20. Pringle, USWA, on Von Erich/Borne: "They're like 2 trains on the same track, headed at each other at 1000 miles an hour." 21. Diamond Dallas Page, IWA: "If I was doing any better, I'd have to be twins." 22. Landell, WCW: "I ain't good-looking like Luger. I won't tell you I'm like Sting. I'm a smart-aleck & proud of it." 23. Thunderbolt Patterson, WCW: "I'm gonna be on you like stink on ____." 24. Page, IWA, to Lee Marshall: "You've got a keen eye for the obvious." 25. Tom Cronin/Tony DeVito, CCW: (TD) "I have half a mind not to let you pay for the pizza." (TC) "When are you gonna get a full mind?" 26. Brian Pillman, WCW: "I haven't seen a guillotine like that since the recap of the French Revolution."

STRONGEST COMMENTS - 1. Boni Blackstone, WVEU-TV: "Ric Flair is a wimp." 2. Buddy Landell, NME: "I'm the REAL Nature Boy. You can tell the difference because I'm the one that ain't got 5 guys backing me up." 3. Blackstone, WVEU: "Ole Anderson's nothing but a babysitter for the Four Horsemen." 4. Eddie Marlin/Snowman, WMC: (EM) "You weren't even qualified for a title shot." (S) "You're a liar, Eddie Marlin." 5. Snowman, WMC: "I'm not just an African-American stealing hub caps." 6. Ric Flair, WCW: "Jim Herd...nobody ...puts anything by the Horsemen without MY okay!" 7. Ross, WCW: "It's been said the NWA is comparable to the NFL in football."

BEST PICTURES - 1. WMC, Kerry Von Erich's long hesitation to count Snowman's shoulders. 2. CLASH XI, Arn rubbing Orndorff's eye on ropes. 3. CLASH XI, Orndorff holding TV belt. 4. CLASH XI, pre-produced video intros. 5. USWA, Dundee kissing Tessa. 6. WWF, Rude/Heenan reading off Howard Finkel.

QUESTIONS OF THE WEEK - 1. Sting, WWW: "What makes Bobby beautiful?" 2. Paul E., NWA PRO: "Norman, what are you going to ask the man in the heavens when you look up and see Mean Mark?" 3. Lee Marshall, IWA: "Gigolo Jim Backlund. Is he any kin to Bob Backlund?"

PASSWORD OF THE WEEK - Page, IWA: "INSPIRATE."

BEST ANALYSIS - Ross, CLASH XI: "I don't think fists and fire is good strategy for Tommy (Rich)."

NICKNAMES OF THE WEEK - 1. THE BARBECUE MAN (Snowman on Lawler). 2. DIRTY WHITE SOPRANO (Wayne Bryant on Tony Anthony). 3. FARRAH FAWCETT JARRETT (Gossett on Jeff Jarrett).

ENGLISH LESSON - Jesse Ventura, WWF, on Rude: "You tell me he ain't ready?"

ALL-CLICHE TEAM - 1. Ole Anderson, WWW: "Not over 'til it's over." 2. Marshall, IWA: "Time's of the essence." 3. Orndorff, WCW: "...every dog has his day." 4. Orndorff, WCW: "...reap what they sow."

DREADED GLITCH AWARDS - 1. WMTU-TV, Jackson TN, for losing feed of SUPERSTARS. 2. USWA/WMC, for spelling Spinks "SPINX." 3. USWA/WMC, Dave Brown pitches to Billy Travis interview which isn't ready.

BLOOPER AWARDS - 1. Sting, WWW: "What makes Bobby Fulton beautiful?" (Didn't know THE FANTASTICS were back). 2. Ole, WWW, for calling faces THE SUPERDUDES. 3. Sting, NME: "ATTITUDES WITH DUDES."

BOO AWARDS - 1. Arn Anderson, WWW, for "crows" remark. It keeps fueling the racial hatred. 2. USWA/WMC, for treading equally thin racial line in Lawler-Snowman. 3. USWA/SYND., for six minutes of showending replays needed.

TUBE TALK

Terry Funk & Chris Cruise on PRO WRESTLING SPOTLIGHT in New York June 10....Lawler-Snowman bits getting as much intensity as I've seen but it's a borderline racial thing, though not as overt as the NWA....We lost the last half-hour of WWF SUPERSTARS here locally Saturday....NWA in Memphis Thursday is WPTY-TV Night. Kids under 12 in for $3.

Did anybody notice Sean Michaels' attempt to copy the Frankensteiner?....Diamond Dallas Page (IWA) keeps improving on the color mike....The latest tape of CASSETTE WRESTLING NEWS has a Lawler story on his invitation of TAPE UPDATE's Brian Tramel into a dressing room. Brian has offered a response....DUDES WITH ATTITUDES will likely prevail as the JYD-Sting-Orndorff-Luger combo. Marvel Comics reportedly has a copyright on the SUPERHEROES label.

GET WELL RESPONSE: At last count, more than 65,000 get well letters have come into Titan headquarters in only 3 weeks of the campaign. Pretty good mailing list for the next WWF catalogue.

FORT PIERCE FLAME: No major angles were raised at the NWA taping last Monday in Fort Pierce FL. With help of a good many freebies, it was almost a full house of 2,500, quite a jump from the perilously low ticket sales five days earlier.

UPCOMING SHOTS: Next weekend from Fort Pierce, you'll see a 6-man on WCW with Arn/Windham/Flair vs. Orndorff/JYD/Rocky King; on WORLD WIDE: Arn vs. Tom Zenk; on NWA PRO: DOOM vs. Rock & Roll Express; on NME: Steiners vs. Barry/Arn.

NO BLOOD INTENDED: Mark Callous took on a jobber called Dino Hernandez and kicked the guy so hard in the face in a TV bout, Dino's nose was as bloody a mess as you'll see.

A PLUS: One good vote here for the localized interviews the NWA has returned to doing that are short but well-focused on the local matches in the WCW THIS WEEK format.

RICH CHANGE: Tommy Rich was pulled from the Memphis NWA card this Thursday and Tracy Smothers, who's being billed as a "Memphis' own," subbing vs. Barry Windham.

LOADED DICE: Heavy, heavy promotion on Monday night's Snowman-Lawler rematch at Mid-South Coliseum with Leon Spinks as ref. We'll have the results next week but this is the third straight special ref angle.

OTHERS APPEARING: Others Monday at Mid-South: John Tatum-Joey Maggs; Rex King-Inhuman; Billy Travis-Tom Burton; Yellow Dog-Ben Jordan; $1,000 BOUNTY: Bill Dundee-Tony Anthony; Jeff Jarrett/Dundee/Travis vs. Dirty White Boys/Ronnie Gossett. The week's giveaway is a vacation trip.

TAPS FOR JONESBORO: Friday and Saturday, USWA having 2-night farewell show in Jonesboro AR American Legion Arena. It's called the KING OF JONESBORO tourney. Lawler's claiming his patent on the name THE KING will kill the tourney name.

MORE USWA TOURS: Upcoming USWA shows...June 24, Jackson TN; June 29, Forrest City AR; July 6, Henning TN; July 7, Holly Springs MS; July 13, Kennett MO; July 19, Tupelo MS.

GETTING TOGETHER: ARENA REPORT's Ron Lemieux is planning a get-together of all interested BASH attendees in Baltimore at the bar of the OMNI hotel Saturday, June 6, at 1 p.m.

MUSIC BLUES: One reason for a decrease in NWA ring music: an extensive bill from BMI and ASCAP, the two music-licensing companies, for copyright fees. This is one of the reasons Vince McMahon has used more original music in recent years (except for POMP AND CIRCUMSTANCE, which is public domain) because it keeps the royalties in house. Flair's "2001" theme is public domain as well.

PAY TRIALS: Most markets will have a $24.50 fee for SUMMER SLAM III. But the WWF will test-market $19.95 and $29.95 rates in selected cities to determine how much of a factor cost really is.

REVISED SUPERSTARS: New lineup for WVEU-TV SUPERSTARS in Atlanta, effective June 30: PRO WRESTLING '90 moves to 9 p.m.; the USWA/Dallas and USWA/Memphis syndicated shows will be edited into a 90-minute package; LPWA will move in at 1:30 a.m.; and the duplicated segments (interviews/replays) of WORLD WIDE and NWA PRO will be edited from NWA PRO.

INJURED RUDE: Rick Rude missed the weekend shows with a mild injury. WWF subbed Haku and Bobby Heenan in handicaps vs. Ultimate Warrior. No word if refunds were offered.

VICIOUS INTEREST: Lots of discontent from Sid Vicious on the finish at the CLASH vs. Luger. Reportedly, he left the arena early and the loss was an ongoing battle for nearly 2 weeks. Vicious is being wooed by New Japan.

EXTENDING A YEAR: Michael Hayes inks a one-year extension with NWA through next April.

FLORIDA UPDATE: Thursday night in Tampa, Steve Keirn d. Sgt. Rock, Joe Gomez d. Lebanese Assassin, Nasty Boys d. Robert Fuller/Ron Slinker, Terminator d. Dennis Knight by DQ, Jim Backlund d. Lou Perez by DQ.

WE WANT BUDDY: I may not be crazy about everything in the current NWA era but that does not include Buddy Landell. I sincerely hope Landell clicks this time because he is a phenonemal talent, absolutely breaks me up and I hope the Nature Boy battle finally plays out this time, something which was shortcircuited when Landell's NWA tenure ended in 1985.

PWF PRE-EMPTIONS: The Florida boys have either been preempted or a rerun the last three weeks on the cable access channel in the Orlando area. SUNSHINE NETWORK has dropped all of its wrestling shows.

CONGRATULATIONS & THANKS: It's great to have Kent (KLON) Herron back in the fold after the birth of his daughter. Also, thanks to Steve Sims, Robert Garrison and Bill Burnett for their contributions this week.

NO MASK, NO MASK: Al Green's unmasking as The Bounty Hunter in Fla. rids a needless gimmick. Now, he can hopefully develop a following to boost him to a bigger circuit.

SYNDIE MANEUVERING: Lots of talks going on with WWF, USWA and NWA syndication arms and local station officials concerning their morning programs on FOX affiliates. As we told you earlier, FOX will have an 8-11 a.m. (ET) children's block all of its 123 affiliates will carry in the fall and this affects a number of wrestling shows in markets across the U.S.

WHY IT MATTERS: Time periods are key to local promotion and national ad rates, so you will likely see some station switches, time changes and possibly some dropped shows come September because of the FOX move. If wrestling is on mornings on your local FOX affiliate, now is the time to call or write your station manager, not in the fall.

WILL THE REAL?: One of our West Coast contributors and the former commissioner of Hollywood Heavyweight Wrestling, Dan Farren, will likely appear as an imposter on the upcoming NBC revival of TO TELL THE TRUTH.

SLAMMERS AFFAIR: The popular SLAMMERS WRESTLING GYM in Studio City CA plans its LEGENDS AWARDS in September with Roddy Piper, Terry Funk & Barry Windham among the honorees.

RATINGS RAP

CLASH TOPS LIST; WWF SETS SEASON SYNDIE HIGH

As detailed on Page One, CLASH OF THE CHAMPIONS XI was the dominant show in cable TV ratings for the week ending June 13 but the WWF broke a 1989-90 season high with its syndication package for the week ending June 3.

CLASH XI finished a full point ahead of WWF PRIME TIME, the top-rated weekly series, with a 3.1. PTW was toplined by Haku vs. Ronnie Garvin. But WORLD CHAMPIONSHIP WRESTLING had its third consecutive week of impressive shares, drawing 7.4% of the Saturday audience with its 2.9 rating.

The June 8 edition of NWA POWER HOUR, on the other hand, fell back to a 1.4 rating, tied for its low of the year.

In syndication, the WWF series rolled to an 11.1 rating, one weekend after the Hulk Hogan-Earthquake angle, third highest ever and topping all pre-WRESTLEMANIA weeks. That more than doubled the 5.3 for the NWA syndie shows. However, both POWER HOUR and MAIN EVENT on TBS were pre-empted, which hurt the overall NWA syndie numbers.

CABLE

Week Ending June 13	Rating	Share	Total Homes
NWA CLASH XI (TBS 6/13)	4.1	7.5	2.23 million
WWF PRIME TIME (USA 6/11)	3.1	5.1	1.64 million
NWA WORLD CHAMPIONSHIP (TBS 6/9)	2.9	7.4	1.58 million
NWA MAIN EVENT (TBS 6/10)	2.8	6.2	1.53 million
WWF ALL-AMERICAN (USA 6/10)	2.3	6.7	1.21 million
NWA POWER HOUR (TBS 6/8)	1.4	3.4	763,000
NWA POWER (Replay) (TBS 6/9)	0.7	6.6	382,000

SYNDICATION

Week Ending June 3	Rating	Stations	Pct./U.S.
WWF	11.1	247	97%
NWA	5.3	171	92%

(One rating point in syndication equals 927,000 homes. In cable, one rating point on TBS equals 545,000 homes. One rating point on USA equals 528,000 homes.)

MATWATCH SUBSCRIPTIONS

RATES THROUGH JULY 16

(U.S./CANADA): $6 for 7 issues, $19 for 26 issues.
(OVERSEAS): $10 for 7 issues, $36 for 26 issues.

RATES AFTER JULY 16

(U.S./CANADA): $5 for 5 issues, $10 for 11 issues, $15 for 16 issues.
(OVERSEAS): $9 for 5 issues, $18 for 11 issues, $27 for 16 issues.

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The new MATWATCH number is (901) 664-9246. Please leave news info on the line if I'm not there. Remember, there's only one of me and 800 of you. I can't return every call. I'm available most nights after 7 p.m. but we are still unpacking boxes, so please be patient.

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